

UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Charles L. Jones
Invention: BRAND EQUITY SYSTEM AND METHOD OF
INCREASING THE SAME
Serial No. 09/767,431
Date Filed: January 22, 2001
Group Art Unit: 3629
Examiner: Vig, Naresh

AMENDMENT UNDER 37 CFR 1.116

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Final Office Action dated November 17, 2006, please make the amendments shown in the attached papers as follows:

Amendments to the Claims reflected in the complete listing of claims which begins on page 2 of this paper.

Remarks begin on page 7 of this paper.